

AGENDA (continued)

3:15 p.m. VIII. Organize thy professional life defensively

- Using your diary defensively
- Opening, closing and storing case files
- Reviewing active files

IX. Treat everyone well, including thyself

- Charge fairly, bill often
- Turn strangers into clients
- Turn clients into rainmakers
- Social media and firm handshakes

X. Respect thy confidences and keep them to thyself

- The attorney-client privilege
- There is no "attorney can tell a colleague" exception
- The famous client you can't talk about, and other dilemmas

4:45 p.m. Adjourn



COMMENTS FROM PAST ATTENDEES....

"Empowering and encouraging. You addressed the areas I was worried about. Everyone should attend."

Jessica Perry, OR

"Upon concluding many years in practice, the advice here is absolutely spot on, well presented and easy to hear. It's all so vital. This is the "keep the attorney alive" advice, while making clients thrive at the same time. Thank you, Professor." Elizabeth, Esq., Chicago, IL

"I am starting over in a new jurisdiction, far away from my prior life. This course was a gentle hand hold that this seasoned practitioner appreciates."

Susan G. Steinman, Portland, OR

"This seminar offers very practical tips on forming and maintaining good relationships with clients."

Karl, Esq., Sodus, NY

"I thought the speaker [Marc] was terrific, very entertaining, realistic, engaging, straightforward, great advice"

– Martha, Esq., Los Angeles, CA

"Energetic and interesting speaker. Great material."

Stephanie Schutt, Esq., Kansas City, MO

"Very helpful and important. Stuff every attorney should know and practice."

Jennifer McKinley, Esq., St. Louis

"Another outstanding presentation."

J. Isaac Crabtree, Esq., MO

SOUTH CAROLINA BAR- CONTINUING LEGAL EDUCATION } LIVE SEMINAR

The Ten Commandments of Defensive Lawyering featuring Marc Garfinkle

Tuesday, February 25, 2014

Bar Conference Center
1501 Park St., Columbia

presented by the
South Carolina Bar-Continuing Legal Education Division



ABOUT THE SEMINAR

The South Carolina Bar CLE Division announces a special end-of-year program featuring nationally-known Seton Hall University Law School Adjunct Professor, Marc Garfinkle.

"The Ten Commandments of Defensive Lawyering" will provide practical guidance to build and maintain an ethical and successful law practice. Take advantage now to complete your annual MCLE/LEPR compliance and benefit from Marc's knowledge as a first-rate CLE lecturer and his experience as a sole practitioner.

Registrants receive a downloadable copy of Marc's amazing book "\$olo Contendere." Whether you're a sole practitioner, considering starting your own firm or firmly entrenched at a law firm of any size, this seminar will revolutionize the way you think about clients, colleagues and most of all yourself!

ABOUT THE SPEAKER

Marc Garfinkle has been a civil and criminal trial lawyer for more than thirty years. His practice emphasizes legal attorney ethics and discipline. An award-winning speaker, he is professor of Persuasion and Advocacy at Seton Hall University Law School and teaches for the National Institute for Trial Advocacy (NITA). Marc is a past Chair of the New Jersey Supreme Court District VB Attorney Ethics Committee and serves as Public Defender in his hometown of Livingston, New Jersey.

Marc provides CLE programs to attorneys from coast to coast, speaking frequently to solos, small-firm lawyers (note the hyphen) and recent admittees. He offers lessons from his popular book, "\$olo Contendere - How to Go Directly from Law School into the Practice of Law Without Getting a Job." He hopes the South Carolina largemouth bass is as good as a fighter as they claim.

*Don't let the March 1 MCLE compliance deadline sneak up on you! Register today!

MCLE/JCLE/LEPR CREDIT

This program qualifies for 6.5 MCLE credit hours, including up to 2.33 LEPR credit hours.



Visit www.scbare.org/cle
to register online!

The Ten Commandments of Defensive Lawyering

featuring Marc Garfinkle

Tuesday, February 25, 2014



AGENDA

8:00 a.m. Registration

8:30 a.m. Introduction and Program Overview

The Ten Commandments - "Thou shalt:"

I. Know thy stuff and know thy depth (Ethics)

- Diligence, competence and ethics
- Knowing when to hold 'em and when to fold 'em
- Developing expertise
- Carving out a practice niche

II. Seek strategic relationships with other lawyers that can help thee

- Developing referral relationships
- Pro bono work as a key to success
- Networking and networking groups
- Mentoring, at any stage of the game

10:15 a.m. Break

10:30 a.m. III. Recognize and avoid conflicts of interest (Ethics)

- How conflicts are like poisonous snakes in the grass
- Typical conflicts for solos and small firm lawyers
- Typical conflicts for big-firm lawyers (note the hyphen)
- A word about conflict-avoidance
- Most conflicts can be waived

IV. Recognize and avoid problem clients

- Working for friends or family
- Avoid cases that two or more attorneys have handled before you
- Avoid the "bad case" carrot
- Spotting clients with ulterior motives
- Handling clients with psychiatric or personality problems

12 p.m. Lunch

1:15 p.m. V. Manage thy client's expectations

- The Revolution of Rising Expectations
- Don't kill the messenger
- The client's right to be kept "informed"

VI. Put it in writing (Ethics)

- Papering your file defensively
- Communications with the court, the adversary or third parties
- Communicating with the client
- Using the NCR form

VII. Know when and how to get out of a case

- Economic, ethical and other good reasons to fire a client
- CYA and pick your battles carefully
- Matters in litigation – STAT!

3 p.m. Break

(continued on back cover)

HOW TO REGISTER:

MAIL—Complete this form and mail to: SC Bar-CLE, P.O. Box 608, Columbia, SC 29202.

FAX—Complete this form and fax to (803) 252-8427.

INTERNET—Visit www.scbare.org/cle, click "Calendar," select this seminar.

For assistance or to register by phone, call (803) 771-0333 or (800) 768-7787.

REGISTRATION FORM

MARC GARFINKLE, #14-23

Name: _____ Bar#: _____

Firm/Court: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Registration Fees

Early Bird: \$285 (received before Feb. 11)

Regular: \$335 (received after Feb. 11)

Enclosed is my check in the amount of \$ _____

Please charge my: AmEx Discover MasterCard Visa

Billing Address: _____

Card #: _____ Exp. Date: _____

Signature: _____

All registrations must be pre-paid. All fax and Internet registrations must include a credit card number.

Cancellation & Refund Policy: Refunds, less \$25.00 administrative processing fee, will be made for cancellations received in writing to CLE Registrar at registrar@scbar.org or by fax to (803) 252-8427 by 5:00 p.m., one week prior to the seminar. If you register but do not cancel by 5:00 p.m., on week prior to the seminar, or register but do not attend, you will receive the course materials in consideration of payment. Designated substitutes may take the place of registrants unable to attend.

If you have a disability, please call ahead to let us know how we may accommodate your needs.